



## MINUTES FOR APPROVAL

### CA Commission on the Status of Women and Girls Meeting

Thursday, June 19<sup>th</sup>, 2013

2 p.m. – 4 p.m.

*Room 125, State Capitol, Sacramento, CA 95814*

**Geena Davis, Chair**

Open Session, 2:07 P.M.

- I. Welcome and Introductions
- II. Roll Call, Establish Quorum (6/10 required)

Commissioners Present: Davis, Guerrero, Alcala, Liu, Lowenthal

Commissioner Present from Teleconference Location: none

Commissioners Joining Meeting in Progress: Evans, Mitchell

Absent Commissioners: Blumenfield, Jackson, Su

- III. Approval of Agenda
  - a. Commission Lowenthal moved to have a discussion of appointments by the Governor to the agenda.

An addition of a discussion about the role of girls in the Commission was suggested.

Commissioner Alcala seconded the motion.

Governor's Appointments and Role of Girls was added to the formal agenda under "New Business."

- IV. Approval of March 4, 2013 minutes
  - a. Commissioner Campos motioned for acceptance of the minutes without change.

Commissioner Alcala seconded the motion.

Motion passed.

V. Old Business

a. Budget

The May Revise had the Commission scheduled for \$0 General Fund dollars and \$275,000 spending authority. Thanks to the Commissioners in the Assembly, we were able to submit a budget for \$500,000 General Fund and \$500,000 spending authority. That passed the Assembly on a 3-1 vote. Then, thanks to all my legislative Commissioners for helping the budget pass Conference Committee on a 3-1;3-1 vote with the \$500K General Fund intact. The budget made it through the “Big Three” negotiations with the \$500,000 General Fund and \$500,000 spending authority intact. As of the preparation of this report, we are still awaiting the final budget and are unsure if the Governor will keep the full \$500,000 General Fund for the Commission.

The proposed budget for \$500,000 has been included in the packet. The gap between the May Revise of \$275,000 and the proposed \$500,000 stems from: 1) hiring civil service staff versus retired annuitants, 2) funds for travel and program development, 3) funds for joint operating costs for programs with CDE, CalVet, and other state agencies. The \$500,000 does not include increased personnel.

b. Legislation Update

The California Research Bureau (CRB) on behalf of the Commission, produced a number of “short subjects” about women veterans. These are two-page legislative briefs on a narrow topic. Out of the ten short subjects produced, two pieces of legislation have emerged. First, Rocky Chavez (R- San Diego) authored AB258. This legislation would require all state forms to change the language of “are you a veteran” to “did you serve in the military?” in order to better connect women veterans to benefits. The legislation has passed the Assembly and is currently moving through the Senate.

Second, Maienschein (R- San Diego) picked up the piece on licensing by endorsement for military spouses. This legislation would allow military spouses with professional licenses to continue to practice their professions when they move to California without having to wait several months to re-establish state credentials. This allows military families to continue to rely on the non-military spouse’s income

and allows the non-military spouse to continue to develop their career despite having to move across state lines. This legislation has passed the Assembly and is moving through the Senate.

c. ARRC Report

According to legislation, the Commission is responsible for transmitting the Anti-Reproductive Rights Crime Report to the Legislature. This report is authored by a group specified in legislation. The report was originally due December 2012. The final report was transmitted to the Commission February 2013 from the committee who authored it. As a researcher, I had several basic concerns with the report.

I worked with a legislative subcommittee consisting of Commissioners Hannah-Beth Jackson and Holly Mitchell and concluded that I would make basic edits to the report then transmit the report to the legislature. I edited the report and transmitted the final report via email to the entire legislature on May 15 and 16, 2013 (two days account for emailing people a second time from whom we received bouncebacks).

This legislation is set to sunset January 2014. Commissioner Hannah-Beth Jackson is carrying legislation that would require the report to continue. That legislation (SB 340) is now in the Assembly.

d. Logo Contest

The subcommittee for the logo contest, Commissioners Alcala and Lowenthal, along with Chair Davis, have reviewed all the logos submitted to the Commission. They selected two logos that had elements they liked. One logo, unfortunately, had a font that had been illegally altered by the student. This meant we could not use this logo.

The student with the logo the Commissioners liked and was usable has been approached by the Commission and CDE with a number of changes we would like to see in the next iteration of the logo. We are turning this into a teachable moment and treating the student like she is a real graphic designer. We are acting as a client, critiquing the logo, and asking for changes on a deadline. The student will have an opportunity to make the necessary changes to the logo and present the new design to the Commission in 30 days.

If the Commissioners are pleased with the changes we can adopt the logo for the Commission. If, at that time, the Commissioners are still not happy with the logo, we

can use the logo in a limited run (e.g., for special pins, on segments of the website, etc.) and go forward with a professionally designed logo at that point.

VI. New Business

a. Fund Raising

We held our first fund raiser today at the Citizen hotel. Initial estimates were that the luncheon brought in \$33,500 and cost the Commission \$0.

Chair Davis and Commissioner Mitchell are working to arrange a meet & greet/fund raiser at Sony Studios in August.

I am working to arrange a private dinner reception with Mario Solis-Marich in Long Beach, CA in mid-August and hope to raise \$1,000 per guest.

Secretary of State Bowen has offered to help organize a lunch of tech women in the Bay Area as a fund raiser. I am pursuing that offer.

I met with Chris Essel from Southern California Grantmakers to discuss the Commission. We discussed the possibility to setting up a lunch with philanthropists from southern California in order to pitch funding the Commission. I am pursuing that.

b. Mount St. Mary's Short Subject Reports

Mount St. Mary's released their *Status of Women and Girls* report in March. I have approached the president of Mount St. Mary's, Ann McElheney-Johnson about working with her researchers to produce a number of "short subjects" for the Commission this summer. So far, the project is on track for a release of these short subjects at the end of August.

c. "Reach for the Stars" Campaign

Based on the "It Gets Better" campaign for LGBTQ youth, I am proposing the Commission do a "Reach for the Stars" campaign. This campaign would be comprised of 2-3 minute videos of women talking about their dreams as little girls, their struggles in their careers, and their successes. The goal of the campaign is to encourage all girls to reach for whatever career they want.

Parallel to these videos, each women would shoot a brief video about, "the best piece of career advice I ever received was..." I have found a videographer who will

do high quality videos at low cost. I would like to launch the first ten of these videos with the start of the school year in 2013.

d. Health Care Wrap-around Fairs

I met with Daniel Zingale of the California Endowment. He and I spoke about the Commission and the needs of women and health care. One large need is to get women and their children enrolled into either private or public insurance plans starting in October. Over time, and through conversations with various organizations, it has become clear that the Commission could help coordinate large community health fairs with entertainment to draw women with children. These fairs could feature internet bars where women could sign up for insurance or health exchanges, insurance counselors, health screeners, WIC, the VHA, and other women's health organizations. I am currently exploring the level of staffing it would take to coordinate these fairs and their funding.

e. Speaker's Bureau

I am working with an intern to develop policies and procedures for creating a statewide speakers bureau for the Commission. The ultimate goal is to be able to connect anyone in California with a speaker who can intelligently, coherently and enthusiastically speak about the status and needs of women and girls in this state. In exchange for having the Commission connect an organization to a speaker, the speaker gets 5 minutes to promote the Commission. All speakers will go through a basic training.

f. Social Media Outreach

i. Facebook

The Commission had an established Facebook page when I started on March 21st. We had 268 "likes" at the time and an average daily reach of eight. As of June 14<sup>th</sup>, we have 423 "likes" and an average daily reach of 486 people.

ii. Twitter

I started a Twitter account (@CCSWG) in early April. As of June 14<sup>th</sup>, we have 28 followers, including Constitutional officers, state and federal legislators, and reporters.

A number of followers of the CCSWG account have also discovered my private account (@auntievice). I am using that account for professional tweets only now. I currently have 32 followers, including a large number who overlap with the Commission's followers.

iii. Pinterest

Our intern, Sydney Reyes, has introduced me to Pinterest. We are in the process of developing our “board.” The board was created last week. We are hoping this takes off sometime soon.

g. Intern/Volunteer Updates

The Commission now has six volunteers/interns for the summer. Three are undergraduates and two are graduate students, one is an English BA working for the Commission for experience. They are working on a variety of projects from writing short subjects, to fund raising, to helping craft the strategic plan. Several will stay on into the school year.

VII. Legislative Endorsements

- a. Commissioners discussed the roll the Commission would play with its legislative endorsements.

Commissioners suggested that it may no longer be an important function of the Commission to support/oppose a full slate of legislation each term.

Commissioners suggested that if the Commission supports legislation, it does so through research and development of policy papers and briefs rather than through letters of opposition or support for individual pieces of legislation.

Commissioners suggested that the Commission provide links to resources on its website and provide policy makers with links to the Commission’s website.

Commissioners suggested that the bill process is nuanced and there is not enough “bang for the buck” in the Commission supporting or opposing most legislation. Commissioners offered the suggestion of providing links to the Women’s Caucus site for people interested in what legislation benefits/harms women and girls in CA.

A link to the women’s caucus site will be established on the Commissions page.

The Commission will not support/oppose any legislation unless it directly involves the Commission itself.

VIII. Strategic Plan

- a. Commissioners suggested that the plan needs to be 3-5 years in scope.

Commissioner suggested that external interviews be conducted to find out how stakeholders view the Commission.

Suggested sections for the strategic plan discussion include:

Future challenges

Strengths

Direction to areas of focus/"roadmaps"

Performance measures

Commissioners suggested that Commissioner Guerrero and Commissioner Mitchell form the subcommittee to help staff formulate a strategic plan for review at the next Commission meeting.

Commissioners asked that calendar invites be sent through Commission staff to ensure that events made it on their calendars.

IX. Governor Appointments

- a. Commissioners discussed the lack of current Governor appointees to the Commission

Commissioners suggested that the Commission develop a press campaign to encourage women to apply to the Commission through the Governor's appointment website.

Commissioners suggested that staff write editorials encouraging people to apply to the Commission.

Commissioners suggested that staff and Commissioners reach out to the Governor's appointment secretary to find out who is in the current pool of Commission applicants.

X. Role of Girls on the Commission

- a. Commissioners discussed the need to involve more girls/young women on the Commission.

Commissioners requested that staff look into models of advisory panels on other Commissions and bring back suggested formats for girl inclusion to the next Commission meeting.

XI. Public Comment

- a. Representatives from Delta Kappa Gamma, a women's international educational organization, stated their support for the Commission.

XII. Adjournment

- a. The Commission meeting was adjourned at 3:26 P.M.  
Commissioner Mitchell motioned adjournment  
Commissioner Liu seconded the motion.

DRAFT